



Charlotte County Tourist Development Council Meeting Minutes Friday, August 12, 2022

A meeting of the Charlotte County Tourist Development Council was held Friday, August 12, 2022, at Murdock Administration Building, Conference Room B-106, 18500 Murdock Circle, Port Charlotte, FL.

Members Present

Commissioner Christopher Constance
Kathy Burnam
David Haynes
Keith Farlow
Kelly Williamson
Gary Butler

Members Absent

Councilmember Jaha Cummings
Councilmember Mark Kuharski
Robin Madden

Staff Present

Sean Doherty, Tourism Development Director
Sean Walter, Sales & Sports Marketing Manager
Jeff Berg, Meetings Market Sales Manager
Lena Applegate, Leisure Sales Manager
Maureen Morgenthien, Marketing Manager
Jerry Jones, Film Commissioner
Amy Sharpe, Administrative Services Coordinator
Dan Roe, Tax Collector's Office
Elie Fischhof, Fiscal Services
Glinda Pruitt, Assistant County Attorney
Emily Lewis, Deputy County Administrator

Guests

Lois Croft, Florida Restaurant & Lodging Association
Doug Izzo, Englewood Chamber of Commerce
Craig Holt, Four Points by Sheraton Punta Gorda Harborside
Dave Di Maggio, Aqua Marketing & Communications
Kristy Grove, Aqua Marketing & Communications
Holly Browder, Aqua Marketing & Communications

I. Call to Order & Pledge of allegiance

Commissioner Christopher Constance called the Charlotte County Tourist Development Council (TDC) meeting to order at 9:03 a.m.

II. Roll Call

A quorum was established. Commissioner Christopher Constance welcomed the new Tourist Development Council member Gary Butler.

III. Citizens' Input

Lois Croft, Florida Restaurant & Lodging Association advised that the FRLA is working with schools to launch a Lodging Program. Croft also advised that the FRLA Operation and Marketing Summit will be held at the Hard Rock in Hollywood. Croft went on to announce that the FRLA is planning to put on the Craft Beer Fest fundraiser again next year in April.

Doug Izzo, Englewood Chamber of Commerce reported that Sarasota County has an ordinance that if you build a unit that is 750 square feet or less, it is counted as a half-dwelling unit and cannot be quoted at full rental rate. This would help with affordable housing. Izzo advised that the chamber is checking to see if Charlotte County would be interested in adopting that same ordinance.

IV. Approval of TDC Meeting Minutes

A motion was made by Kathy Burnam, seconded by Keith Farlow, to approve the June 10, 2022 minutes. Motion carried unanimously.

V. Tourist Tax Report – Dan Roe

The tax collector report was presented by Dan Roe. Roe reported June collections were down by \$32,456.84. Roe continued to report on collections for the third quarter. Total collections were \$1,820,419.37. Roe advised that there were 2 additional suspect accounts bringing the total to 535. Roe continued to advise that 36 rental properties dropped off due to rentals being sold. There are currently 3,044 rental properties.

VI. Budget Report – Elie Fischhof, Fiscal Services

The fiscal report was presented by Elie Fischhof. Fischhof reported that we are almost ten months into the fiscal year with a \$3.2 million budget. Fischhof continued to report that current operating expenditures for the first 3 cents were \$1.7 million and \$300,000 in encumbrances. Fischhof also reported that all interfund transfers have been paid. Fischhof advised that 84% of the budget has been expended. Fischhof continued to advise actual expenditures for the 4th and 5th cents are approximately \$10,000 for Promo Activities General and approximately \$10,000 in encumbrances. Promo Activities Advertising showed over \$507,433 in actual expenditure and \$333,450 in encumbrances.

Sean Doherty presented the FY 2023 Budget Presentation. Elie Fischhof presented the fiscal portion of the FY 2023 Budget Presentation.

VII. Robin Madden – Budget Review

Robin Madden was absent from the meeting but sent an electronic communication to confirm that the budget appeared to be in order.

VIII. Aqua Marketing & Communication

Dave Di Maggio, Aqua presented the FY 2023 Marketing Plan Presentation. Kristy Grove, Aqua presented the social media portion of the FY 2023 Marketing Plan Presentation.

IX. Approval of the TDC Meeting Dates for FY 2023

A motion was made by David Haynes, seconded by Kathy Burnam, to approve the TDC Meeting Dates for FY 2023. Motion carried unanimously.

X. Approval of FY 2023 Budget

A motion was made by Keith Farlow, seconded by Kathy Burnam, to approve the FY 2023 Budget. Motion passed unanimously as a recommendation to go to the Board of County Commissioners.

XI. Approval of FY 2023 Marketing Plan

A motion was made by Kathy Burnam, seconded by David Haynes, to approve the FY 2023 Marketing Plan. Motion carried unanimously.

XII. Director/Staff Report – Sean Doherty

Sean Doherty, Tourism Director, provided a recap of the Tourism Department Board Report. Doherty highlighted that 27 of our local industry partners received TripAdvisor's 2022 Travelers Choice Awards. Doherty reported some key performance indicators on the third quarter research report received from Downs & St. Germain.

XIII. Citizen's Comments

There were no Citizen Comments.

XIV. Council Comments

David Haynes advised that June rental numbers were slower. Haynes also advised that property sales are still active.

Keith Farlow reported that June sales were flat with strong July sales.

Kelly Williamson reported that the hotel is busy and undergoing renovations. Williamson also reported that the additional tiki structure for groups will be open soon.

Gary Butler reported admissions at the Military Heritage Museum have been doubling since the museum moved to its current location in 2019. Butler continued to report that the Gulf Theater has about 40-45 shows booked for the next season and that pre-season ticket sales are up.

Kathy Burnam advised Fishermen's Village is very busy and the suites are doing well

XV. Next Scheduled Meeting

The next scheduled TDC meeting is at 9:00 a.m. Friday, October 14, 2022. The meeting will be held in the B-106 Conference Room, Administration Building, 18500 Murdock Circle, Port Charlotte.

XVI. Adjourn

The meeting adjourned at 11:05 a.m.

Approved

These meeting minutes are in DRAFT form until approved at the October 14, 2022, TDC meeting.